HOLD OUR HEAD A LITTLE HIGHER
SOCIAL MARKETING & POLITICS
IN OUR HEART

POLITICAL

FOUNDATIONS

OF SOCIAL

MARKETING
“We are people of the heart”
Philip Kotler
DOES SOCIAL MARKETING ANYTHING TO DO WITH POLITICS?
IN WHAT WAY?
WIDER ROLE

upstream

downstream

Alan Andreasen
«social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society»
THE VOLUNTARY BEHAVIOR
SOCIAL MARKETING & POLITICS
THEORY
OPEN THEORETICAL FRAMEWORK
TO FOUND SOCIAL MARKETING IN CLEAR POLITICAL CONCEPTS
4 political components
Freedom as an essential RIGHT

REPRESENTATIVE government based on free and regular elections

Power based on CONSENT

JOHN LOCKE
On the ground of TRUST

Obligation of promoting civil society’s WELL BEING

JOHN STUART MILL
DOES SM
ANYTHING
TO DO
WITH
POLITICS?

REASONABLENESS
CRITICAL
SCEPTICISM

DAVID HUME
DOES SM ANYTHING TO DO WITH POLITICS?

DAVID HUME

PRACTICAL WISDOM
EXPERIENCE
RESULTS’ OBSERVATION

DAVID HUME
FASCINATION FOR THE «MOST STRIKING OBSERVATIONS AND INSTANCES FROM COMMON LIFE»

DAVID HUME
DOES SM ANYTHING TO DO WITH POLITICS?

JOHN STUART MILL

UTILITARIANISM

JOHN STUART MILL
2 PIECEMEAL SOCIAL ENGINEERING
Does anything to do with politics?

Friederich Hayek

Against social engineering in the name of freedom
A CERTAIN TYPE OF SOCIAL ENGINEERING IS INEVITABLE

KARL POPPER
«the term is useful since there is need for a term covering social activities, private as well as public, which, in order to realize some aim or end, consciously utilize all available technological knowledge»

KARL POPPER
DOES SM  ANYTHING TO DO WITH POLITICS?

PIECEMEAL SOCIAL ENGINEERING

The power of bringing about a more reasonable world

KARL POPPER
«The piecemeal engineer knows, like Socrates, how little he knows»

KARL POPPER
«he will make his way, step by step, carefully comparing the results expected with the results achieved»

KARL POPPER
3
PRAGMATISM
「They (the social marketers) adopt a pragmatic perspective with a keen eye for what works rather than the all encompassing and unalloyed – but inevitably illusive – perfect theory」

GERARD HASTINGS
«How will the truth be realized? What experiences will be different from those which would obtain if the belief were false? What, in short, is the truth's cash-value in experiential terms? »

WILLIAM JAMES
DOES SM ANYTHING TO DO WITH POLITICS?

JOHN DEWEY

«We pride ourselves upon being realistic, desiring a hardheaded cognizance of facts, and devoted to mastering means of life.»

JOHN DEWEY
DOES SM ANYTHING TO DO WITH POLITICS?

JOHN DEWEY

PUBLIC POLICIES

JOHN DEWEY
4

DEMOCRACY
MARKETING
MARKETING
«the core idea of marketing lies in the exchange process»
MARKETING

«the core idea of marketing lies in the exchange process»
«marketing does not occur unless there are two or more parties, each with something to exchange, and both able to carry out communications and distribution.»
MARKETING as DEMOCRACY
A POLITICAL THEORY OF SOCIAL MARKETING
“the public need and deserve reliable and independent advice about their health and well-being”

“When is social marketing not social marketing?”

Gerard Hastings and Kathryn Angus

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